

RETAIL PROMOTION FACT SHEET

LOGO

Promotion Description: Virginia Slims "Mini Book of Days" with a 2-Pack Purchase

Field Dates: September 30 - October 27, 1996

PROGRAM OBJECTIVES/STRATEGY:

- Generate greater trial of Virginia Slims by offering a "Mini Book of Days" (Oct - Dec) calendar with a 2-pack purchase
- Increase Virginia Slims visibility at retail

FSF Objective:

- Penetrate 50% of pack outlets

Allocations are based on pack accounts that accept Virginia Slims promotions, have a potential index of 97 or higher and an industry CPW of 50 or more.

Geographic Scope ☐ National ☒ Key Markets/Sections: ☐ Excluded Markets:

Region 1: New York (1H0), Harrisburg (1J0)

Region 2: Baltimore (2A0), Washington, D.C. (2B0), Richmond (2C0), Raleigh/Durham (2D0), Charlotte (2E0), Columbia (2F0), Greenville (2G0), Knoxville (2H0), Nashville (2I0), Atlanta (2J0), Birmingham (2K0), Savannah (2L0), Jacksonville (2M0), Pensacola (2N0), Orlando (2O0), Tampa (2P0), Miami (2Q0)

Region 3: St. Louis (3A0), Memphis (3D0), Jackson (3E0), Little Rock (3F0), New Orleans (3G0), Lake Charles (3H0), Tulsa (3L0), Oklahoma City (3M0), Dallas/Ft. Worth (3N0), Houston (3Q0), Waco/Temple (3R0)

Region 4: Pittsburgh (4A0), Saginaw (4E0), Detroit (4F0), Grand Rapids (4G0), Toledo (4H0), Louisville (4J0), Chicago (4L0), Peoria (4M0)

Region 5: Sacramento (5H0), Hawaii (5K0), Los Angeles (5L0)

SPECIAL INSTRUCTIONS: Kit delivery dates for this promotion have been advanced 2-weeks due to the time sensitivity of Mini Book of Days Calendar.

<input type="checkbox"/> Acct. Specific _____	<input type="checkbox"/> Carton _____	<input checked="" type="checkbox"/> Pack 50+ _____
<input type="checkbox"/> Afro American	<input checked="" type="checkbox"/> Conv.	<input checked="" type="checkbox"/> Drug Stores
<input type="checkbox"/> Asian	<input checked="" type="checkbox"/> Conv. Gas	<input checked="" type="checkbox"/> Gas
	<input checked="" type="checkbox"/> Grocery	<input checked="" type="checkbox"/> Hotel/Cigar
	<input checked="" type="checkbox"/> Hispanic	<input checked="" type="checkbox"/> Indian (Tax Exempt)
		<input checked="" type="checkbox"/> Liquor
		<input checked="" type="checkbox"/> Mega (800 CPW+)
		<input type="checkbox"/> Supermarkets
		<input type="checkbox"/> Mass Merch.
Military Participation: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		Military Display Quantity: <u>N/A</u>

PRECON ASSEMBLY: ☐ Yes ☒ No

SLEEVED ☐ **BANDED** ☐

Participating Brand Styles: ☒ Family (TSM Discretion) ☐ Packing Specific

PRODUCT REQUIREMENTS:

Product Discount: N/A

Case Size: ☐ 6M ☐ 12M

	Weight:	Tie:	High:
Product 85s: _____	Soft 85s: _____	85s: _____	85s: _____
Case Cube 100s: _____	100s: _____	100s: _____	100s: _____
Dimensions: 85s: _____	Box 85s: _____	85s: _____	85s: _____
100s: _____	100s: _____	100s: _____	100s: _____

PRODUCT HANDLING, HAND STAMPING AND TAX ALLOWANCES:

Handling Allowance: ☐ Yes ☒ No

Off Invoice: ☐ Yes ☐ No

Hand Stamping: ☐ Yes ☒ No

Off Invoice: ☐ Yes ☐ No

PRODUCT ORDERING:

Product Order Period: N/A

Product Delivery Dates: N/A

2071414876

POS ORDERING INFORMATION:**PMExpress Kit**Virginia Slims
20 Deal Pack Kit

Kit Components:

20-Deal Display
20- Mini Book of Days
1-Small Poster
1-Pack Dangler

PMExpress Display Kit #:

29901

Kit Order Dates: (From-To)

7/15/96-10/11/96

Kit Available to Dist.

9/2/96-10/11/96

Kit Available to Retail

9/16/96-10/25/96

POS #: (For Field
MIDAS Allocation only)

90867

MIDAS P/F:

1

PMExpress Kit Dimensions

Length: 18"

Width: 22"

Height: 22"

Weight: 13 lbs.

(EXCLUDES PRODUCT)

Assembled Display

Depth: 12 1/4"

Width: 10 7/8"

Height: 19 5/8"

UPC Code:

Deals/Display: 20

Deals/Back Up: 0

Product Ctns: 4

SMART KIT☒ Yes ☐ No☐ Yes ☐ No☐ Yes ☐ No☐ Yes ☐ No**NOTE:** Distributor shipment is available, however, retail shipment is encouraged due to distributor capacity issues during September and October.**PAYMENTS:**

Display/Item		Payment To	Promo Code	Payment
Distributor	Assembly	(Retailer/Distributor)		
		Distributor	842	\$9/6M Case

MEDIA SUPPORT: ☐ Yes ☒ No **Media Advertisement Only** ☐ **Media Advertisement and Offer** ☐ *

* Offer	Vehicle	Circ.	Value	UPC #
<input type="checkbox"/> Coupon				
<input type="checkbox"/> Product Offer				
<input type="checkbox"/> Incentive				
<input type="checkbox"/> Sweepstakes				
<input type="checkbox"/> Other				

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